

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:)	Examiner:	Oluseye Iwarere
)		
Chad D. Tillman)	Art Unit:	3687
)		
Serial No.: 10/816,547)	Conf. No.:	9998
)		
Filed: April 1, 2004)	Docket No.:	I098 1030.1

For: **PROVIDING CUSTOMIZED MEDIA AT PHYSICAL POINT OF SALE**

**AMENDMENT AND REPLY ACCOMPANYING A
REQUEST FOR CONTINUED EXAMINATION**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

The present submission is filed contemporaneously with a Request for Continued Examination (RCE), and is responsive to the final Office Action mailed on October 7, 2010, in connection with the above-identified application.

If any additional fees are required for this Reply, Applicant requests that this be considered a Petition therefor. The Commissioner is hereby authorized to charge any additional fees that may be required for the timely consideration of this Amendment under 37 C.F.R. §§ 1.16 and 1.17, or credit any overpayment, to Deposit Account No. 09-0528.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 17 of this paper.